## CONTRACT



And:

Crossroads Media 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

	Contract / Revision		Alt Order#			
	952872	1		06321253		
Product						
AMERICAN CROSSROAD	s					
Contract Dates	Estimate #					
09/19/12 - 09/27/12	1017					
Advertiser			<u>Ori</u>	ginal Date /	Revision	
American Crossroads - Is	sue		0	9/18/12	/ 09/18/12	
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade	
	EOM/EOC	Broado	ast		Cash	
	Station	Accour	nt E	xecutive	Sales Office	
	WLWT	Mica H	lans	en	HRP -Washingto	
	Special Hand	lling				
	Demographic					
	Adults 25+					
	IDB#	Advert	iser	Code	Product Code	
		11			27	
	Agency Ref			Advertiser	Ref	
				1		

Spots/ Length Week Type Spots Amount Start/End Time Rate \*Line Ch Start Date End Date Description Days \$850.00 WLWT 09/21/12 09/21/12 530-6p M-F news :30 NM 530-6p Class of Time - Pre-emptible with notice Spots/Week Rate Start Date End Date <u>Weekdays</u> \$850.00 Week: 09/17/12 09/23/12 ---1--1 ΝN \$1,200.00 6-630p :30 2 WLWT09/21/12 09/21/12 6-630p M-F news Class of Time - Pre-emptible with notice Spots/Week Start Date End Date Weekdays Rate \$1,200.00 Week: 09/17/12 09/23/12 ----1--1 6-7a :30 NM \$800.00 3 WLWT09/21/12 09/21/12 6-7a news Class of Time - Pre-emptible with notice Start Date End Date <u>Weekdays</u> Spots/Week Rate \$800.00 Week: 09/17/12 09/23/12 \$1,500.00 7-9a :30 NM 1 WLWT 09/21/12 09/21/12 **NBC Today Show** Class of Time - Pre-emptible with notice Spots/Week Start Date End Date **Weekdays** Rate \$1,500.00 Week: 09/17/12 09/23/12 ----1--:30 NM \$1,700.00 11-1135p WLWT09/24/12 09/24/12 11-1135p M-Su Class of Time - Pre-emptible with notice Spots/Week Start Date End Date Weekdays Rate \$1,700.00 Week: 09/24/12 09/30/12 530-6p :30 NM \$850.00 6 WLWT 09/24/12 09/24/12 530-6p M-F news Class of Time - Pre-emptible with notice Spots/Week Start Date End Date Weekdays Rate Week: 09/24/12 \$850.00 09/30/12 \$1,200.00 6-630p M-F news :30 NM 6-630p WLWT09/24/12 09/24/12 Class of Time - Pre-emptible with notice Spots/Week Rate End Date Start Date Weekdays Week: 09/24/12 \$1,200.00 09/30/12 1 NM \$1,500.00 NBC Today Show 7-9a :30 WLWT09/24/12 09/24/12 Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week <u>Rate</u>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order # Contract / Revision 952872 06321253

Contract Dates Product Estimate# 09/19/12 - 09/27/12 AMERICAN CROSSRO 1017

Original Date / Revision <u>Advertiser</u> 09/18/12 / 09/18/12 American Crossroads - Is

Snote/

Start Date   End Date   Soptimer   Start Clare   Soptimer   Sopti			Spots/		
March   1978/11/2   1978/11/2   11-11-15   1	*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	s Amount
N 9 WILWTO92012 0927/12 11-1135p M-Su					
Class of Time - Pre-emptible with notice   Spots/Week   Spots   Spot	VVCCR. 00/24/12 00/00/12 1		.20	NIN /	2 62 400 00
Start Date   March Date   Mar	· · · · · · · · · · · · · · · · · · ·	11-1135p	:30	NIVI	2 \$3,400.00
Week: 09/17/12         09/32/12        1         1         \$1,700.00           N 10         WLWT09/20/12         09/27/12         530-6p N.F news         530-6p         :30         NM         2         \$1,700.00           Class of Time - Pre-emptible with notice Sian Date Weekdays         Find Date Weekdays         1         \$850.00         NM         2         \$2,400.00           N 11         WLWT09/20/12         09/27/12         6-630p M-F news         6-630p         :30         NM         2         \$2,400.00           Class of Time - Pre-emptible with notice Start Date Week (19/24/12)         Class of Time - Pre-emptible with notice Start Date Week (19/24/12)         Fall Expenses         Rate Stort Week (19/24/12)        1 1         \$1,200.00           N 12         WLWT09/20/12         09/27/12        1 1         \$1,200.00         NM         2         \$1,600.00           N 12         WLWT09/20/12         09/27/12        1 1         \$1,200.00         NM         2         \$1,600.00           N 13         WLWT09/20/20/12         09/27/12         NBC Today Show         7-9a         :30         NM         2         \$3,000.00           N 13         WLWT09/20/21         09/27/12         NBC Week object Week object Week object Week object Week object Week object Week		Rate			
N 10 WLWT09/2012   0927/12   530-6p M-F news   530-6p   30   NM   2   \$1,700.00					
Class of Time - Pre-emptible with notice Start Date End Date Week 09/24/12 09/30/121 1 \$850.00	Week: 09/24/12 09/30/121 1	\$1,700.00			
Start Date   End Date   Week-days   Case	N 10 WLWT09/20/12 09/27/12 530-6p M-F news	530-6p	:30	MM	2 \$1,700.00
Week: 09/17/12   09/27/12  1         1 \$850.00           N 11 WLWT09/20/12   09/27/12   6-630p M-F news         6-630p         :30         NM         2 \$2,400.00           Class of Time - Pre-emptible with notice Start Date   10 mode of the control of th		ъ.			
N 11 WLWT09/20/12 09/27/12 6-630p MF news					
N 11 WLWT09/20/12 09/27/12 6-630p M-F news	170011. 00/11/12				
Class of Time - Pre-emptible with notice   Sand Date   Meekdays   Class of Time - Pre-emptible with notice   Size Date   Meekdays   Spots/Week   S		6-630p	:30	NM	2 \$2,400.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Week   O9/24/12   O9/30/12  1 1   \$1,200.00	·				
N 12   WLWT09/20/12   09/30/12  1   1   \$1,200.00     N 12   WLWT09/20/12   09/30/12   6-7a news   6-7a   :30   NM   2   \$1,600.00     Class of Time - Pre-emptible with notice   End Date   Weekdays   09/23/12  1   1   \$800.00     N 13   WLWT09/20/12   09/27/12   NBC Today Show   7-9a   :30   NM   2   \$3,000.00     N 13   WLWT09/20/12   09/27/12   NBC Today Show   7-9a   :30   NM   2   \$3,000.00     N 14   WLWT09/20/12   09/23/12  1   1   \$1,500.00     N 14   WLWT09/25/12   09/23/12  1   1   \$1,500.00     N 14   WLWT09/25/12   09/25/12   11-1135p M·Su   11-1135p   :30   NM   1   \$1,700.00     Class of Time - Pre-emptible with notice   Start Date   End Date   Weekdays   Spots/Week   Rate   S1,700.00     N 15   WLWT09/25/12   09/25/12   530-6p M·F news   530-6p   :30   NM   1   \$850.00     N 16   WLWT09/25/12   09/25/12   6-830p M·F news   6-630p   :30   NM   1   \$1,200.00     N 16   WLWT09/25/12   09/25/12   6-630p M·F news   6-630p   :30   NM   1   \$1,200.00     N 16   WLWT09/25/12   09/25/12   6-630p M·F news   6-630p   :30   NM   1   \$1,200.00     N 17   WLWT09/25/12   09/25/12   6-7a news   6-630p   :30   NM   1   \$1,200.00     N 18   WLWT09/25/12   09/25/12   6-7a news   6-7a   :30   NM   1   \$800.00     N 19   WLWT09/25/12   09/25/12   6-7a news   6-7a   :30   NM   1   \$800.00     N 18   WLWT09/25/12   09/25/12   6-7a news   6-7a   :30   NM   1   \$1,200.00     N 18   WLWT09/25/12   09/25/12   09/25/12   6-7a news   6-7a   :30   NM   1   \$1,500.00     N 18   WLWT09/25/12   09	Start Date				
N   12   WLWT09/20/12   09/27/12   6-7a news   6-7a   :30					
Class of Time - Pre-emptible with notice   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   End Date   Weekdays   Spots/Week					
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week		6-7a	:30	NM	2 \$1,600.00
Week   09/17/12   09/23/12  1   1   \$800.00	· · · · · · · · · · · · · · · · · · ·	Pate			
Week: 09/24/12   09/30/121   1					
Class of Time - Pre-empitible with notice   Start Date   Fre-empitible with notice   Start Date   Spots/Week   Spots/Wee		·			
Class of Time - Pre-emptible with notice   Start Date   End Date   Weekdays   Spots/Week   Start Date   Sta	N 13 WLWT 09/20/12 09/27/12 NBC Today Show	7-9a	:30	NM	2 \$3,000.00
Start Date   End Date   Weekdays   Spots/Week   Start Date   Weekdays   Og/30/12   Color   Class of Time - Pre-emptible with notice   Start Date	Class of Time - Pre-emptible with notice				
Week: 09/24/12   09/30/12  1   1   \$1,500.00	Start Date				
N   14   WLWT 09/25/12   09/25/12   11-1135p M-Su   11-1135p   130   NM   1   \$1,700.00	1100kii 00/11/12	• •			
Class of Time - Pre-emptible with notice  Start Date Week: 09/24/12			.20	NIM	1 \$1.700.00
N   15   WLWT09/25/12   09/25/12   530-6p M-r news   530-6p   :30   NM   1   \$850.00	·	11-1135p	.30	INIVI	1 \$1,700.00
Week:       09/24/12       09/30/12       -1       1       \$1,700.00         N 15       WLWT09/25/12       09/25/12       530-6p M-F news       530-6p       :30       NM       1       \$850.00         Class of Time - Pre-emptible with notice         Start Date       Weekdays       Spots/Week       Rate         Week: 09/24/12       09/30/12       6-630p M-F news       6-630p       :30       NM       1       \$1,200.00         Class of Time - Pre-emptible with notice       Rate       Rate       Week: 09/24/12       09/30/12       -1       1       \$1,200.00         N 17       WLWT09/25/12       09/25/12       6-7a news       6-7a       :30       NM       1       \$800.00         N 18       WLWT09/25/12       09/25/12       09/25/12       NBC Today Show       7-9a       :30       NM       1       \$1,500.00         N 18       WLWT09/25/12       09/25/12       NBC Today Show       7-9a       :30       NM       1       \$1,500.00         N 18       WLWT09/25/12       09/25/12       NBC Today Show       7-9a       :30       NM       1       \$1,500.00		Rate			
Class of Time - Pre-emptible with notice					
Start Date   Weeki	N 15 WLWT09/25/12 09/25/12 530-6p M-F news	530-6p	:30	NM	1 \$850.00
Week:       09/24/12       09/30/12       -1       1       \$850.00         N 16       WLWT09/25/12       09/25/12       6-630p M-F news       6-630p       :30       NM       1       \$1,200.00         Class of Time - Pre-emptible with notice Start Date Week:       09/30/12       -1       1       \$1,200.00         N 17       WLWT09/25/12       09/25/12       6-7a news       6-7a       :30       NM       1       \$800.00         Class of Time - Pre-emptible with notice Start Date Week : 09/24/12       09/30/12       NBC Today Show       7-9a       :30       NM       1       \$1,500.00         N 18       WLWT09/25/12       09/25/12       NBC Today Show       7-9a       :30       NM       1       \$1,500.00         Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week:       09/30/12       Rate Start Date S	Class of Time - Pre-emptible with notice				
N 16 WLWT09/25/12 09/25/12 6-630p M-F news 6-630p :30 NM 1 \$1,200.00  Class of Time - Pre-emptible with notice  Start Date   End Date   Weekdays   O9/30/12   -1					
Class of Time - Pre-emptible with notice			.30	NIM.	1 \$1.200.00
Start Date   Week: 09/24/12   O9/30/12   O9/25/12   O	•	6-630p	.50	14101	Ψ1,200.00
Week: 09/24/12       09/30/12       -1       1       \$1,200.00         N 17 WLWT09/25/12 09/25/12 09/25/12 6-7a news       6-7a       :30       NM       1       \$800.00         Class of Time - Pre-emptible with notice Start Date Weekdays 09/30/12 -1       Spots/Week 800.00       Rate \$800.00         N 18 WLWT09/25/12 09/25/12 NBC Today Show 7-9a       :30       NM       1       \$1,500.00         Class of Time - Pre-emptible with notice Start Date End Date Weekdays O9/30/12 -1       Rate Spots/Week Rate Spots/Week Sp	•	Rate		1	
Class of Time - Pre-emptible with notice  Start Date End Date Weekdays Spots/Week \$\frac{\text{Rate}}{\text{\$800.00}}\$  N 18 WLWT 09/25/12 09/25/12 NBC Today Show 7-9a :30 NM 1 \$1,500.00  Class of Time - Pre-emptible with notice  Start Date End Date Weekdays Spots/Week Rate  Week: 09/24/12 09/30/12 -1 1 \$1,500.00	<u> </u>				
Start Date Week:         End Date 09/30/12         Weekdays -1         Spots/Week \$800.00           N 18 WLWT09/25/12         09/25/12 NBC Today Show 7-9a         :30         NM         1 \$1,500.00           Class of Time - Pre-emptible with notice Start Date Weekdays         End Date Weekdays Spots/Week Pate Notice Start Date Weekdays -1         Rate Start Date Start Date Notice Notice Notice Start Date Notice No	N 17 WLWT09/25/12 09/25/12 6-7a news	6-7a	:30	NM	1 \$800.00
Week: 09/24/12       09/30/12       -1       1       \$800.00         N 18 WLWT09/25/12 09/25/12 NBC Today Show       7-9a       :30       NM       1       \$1,500.00         Class of Time - Pre-emptible with notice         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 09/24/12       09/30/12       -1       1       \$1,500.00					
N 18 WLWT09/25/12 09/25/12 NBC Today Show 7-9a :30 NM 1 \$1,500.00  Class of Time - Pre-emptible with notice  Start Date End Date Weekdays Spots/Week Rate  Week: 09/24/12 09/30/12 -1 1 \$1,500.00					
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Rate Week: 09/24/12 09/30/12 -1 1 \$1,500.00			.30	NIM	1 \$1.500.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 09/24/12         09/30/12         -1         1         \$1,500.00	•	ı-9a	.50	14101	, ψ1,500.00
Week: 09/24/12 09/30/12 -1 1 \$1,500.00		Rate			
N 19 W/ W/T 09/19/12 09/26/12 530-6p M-F news 530-6p :30 NM 2 \$1.700.00					
14 TO AAFAA GOLTONIE GOLTONIE GOO OF HIT HOUSE GOT OF	N 19 WLWT09/19/12 09/26/12 530-6p M-F news	530-6p	:30	NM	2 \$1,700.00
Class of Time - Pre-emptible with notice	Class of Time - Pre-emptible with notice				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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	Contract / Revision	Alt Order #	
	952872 /	06321253	
Contract Dates	Product	Estimate #	
09/19/12 - 09/27/12	AMERICAN CROSSROA	1017	

Original Date / Revision Advertiser 09/18/12 / 09/18/12 American Crossroads - Is

		Spots/	<b>-</b> ,		A
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/17/12 09/23/121 1	\$850.00				
Week: 09/24/12 09/30/121 1	\$850.00				
N 20 WLWT09/19/12 09/26/12 6-630p M-F news	6-630p	:30	MM	2	\$2,400.00
Class of Time - Pre-emptible with notice					
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/17/12 09/23/121 1	\$1,200.00				
Week: 09/24/12 09/30/121 1	\$1,200.00				
N 21 WLWT09/19/12 09/26/12 6-7a news	6-7a	:30	MM	2	\$1,600.00
Class of Time - Pre-emptible with notice					
Start Date	<u>Rate</u>		1		
Week: 09/17/12 09/23/121 1	\$800.00				
Week: 09/24/12 09/30/121 1	\$800.00				
N 22 WLWT09/19/12 09/26/12 NBC Today Show	7-9a	:30	NM	2	\$3,000.00
Class of Time - Pre-emptible with notice					
Start Date	<u>Rate</u>		l		
Week: 09/17/12 09/23/121 1	\$1,500.00				
Week: 09/24/12 09/30/121 1	\$1,500.00				
		Totals		31	\$36,450.00

09/19/12 - 09/27/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/27/12	31	\$36,450.00	\$30,982.50
Totals	31	\$36,450.00	\$30,982.50

Signature:	Date:	
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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			Da	te:
I, Stephanie N	/laroney			.,∻	
	st station time conce	rning the fol	lowing issue:		·····
American Cro 1401 New Yor Washington, I Treasurer: Ma	rk Avenue Suite 1 DC 20005	200			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			4) - 5		
Total Charges:					
This broadcast time will be used by: American Crossroads					
Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"					
	□ Yes			⊠ No	

For programming that "communi importance," list the name of the office(s) being sought and the dat	legally qualified candidate(s)	the programming refers to, the
,		
For programming that "communic importance," attach Agreed Upon		political matter of national
I represent that the payment for the	ne above described broadcast t	ime has been furnished by:
Treasurer Margee Clancy		
and you are authorized to announce furnishing the payment, if other th	ce the time as paid for by such an an individual person, is:	person or entity. The entity
a corporation; a commi	ttee; 🗵 an association; 🗌	or other unincorporated group.
The names, offices, and addresses agents of the entity are named belo		
THIS STATION DOES NOT DISC OF RACE OR ETHNICITY IN TH		ISCRIMINATION ON THE BASIS
I agree to indemnify and hold harmle easonable attorney's fees, that may endvertisement(s). For the above-star ranscript, or tape, which will be deperore the time of the scheduled brookers.	ensue from the broadcast of the ted broadcast(s), I also agree elivered to the station at leas	e above-requested e to prepare a script,
TO BE SIGN	NED BY ISSUE ADV	ERTISER
9/1812 Sturn	1 Muz	703-299-1760
Date Sig	nature	Contact Phone Number
TO BE SIGNE	D BY STATION REF	PRESENTATIVE
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title